Accessibility

Exclusivity

Design for a Baby Boomer

Design for a Millennial

Think like a family member

Think like a colleague

Loud

Quiet

Silly

Serious

Best day

Worst day

Tween

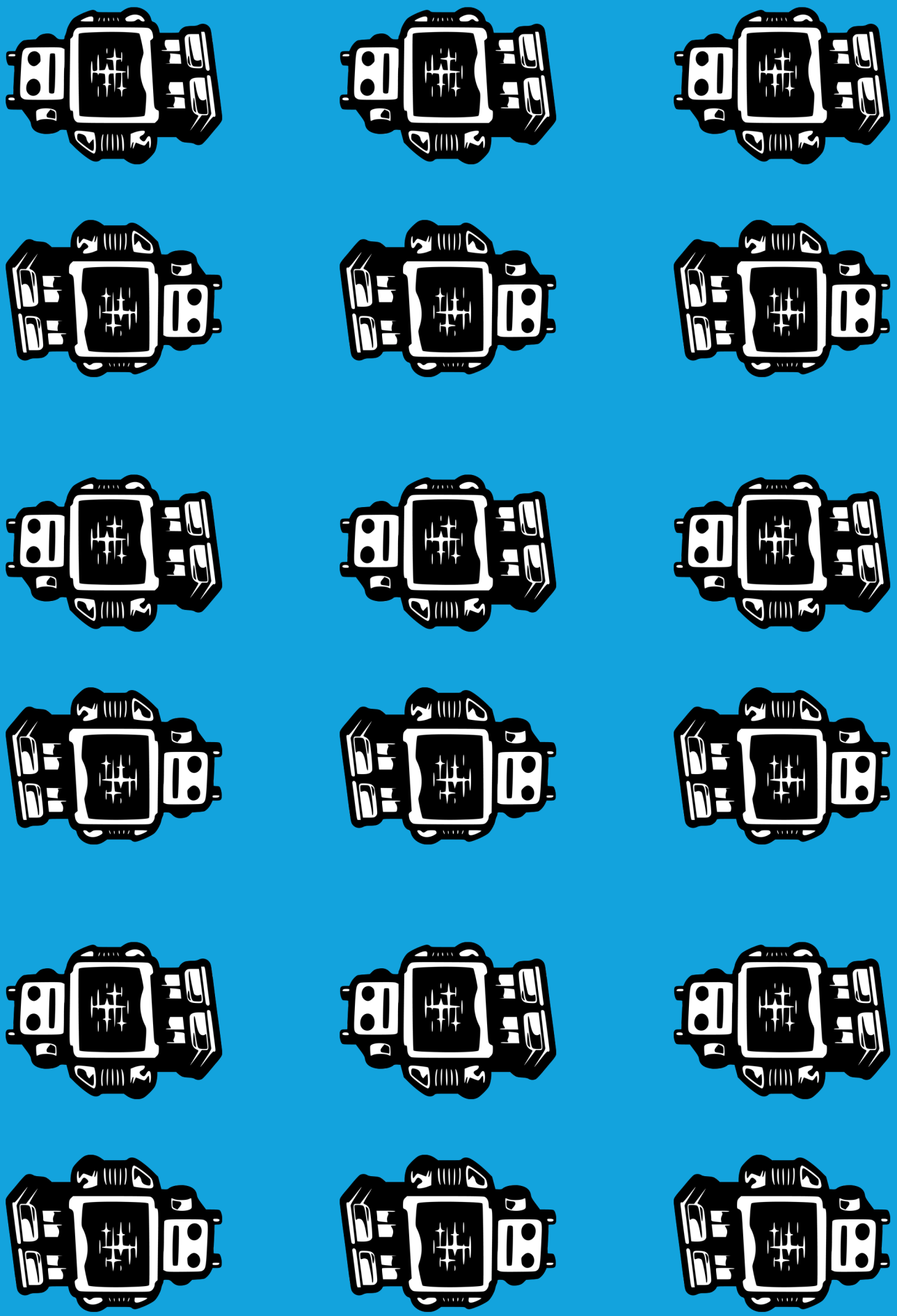
Retiree

Attractive

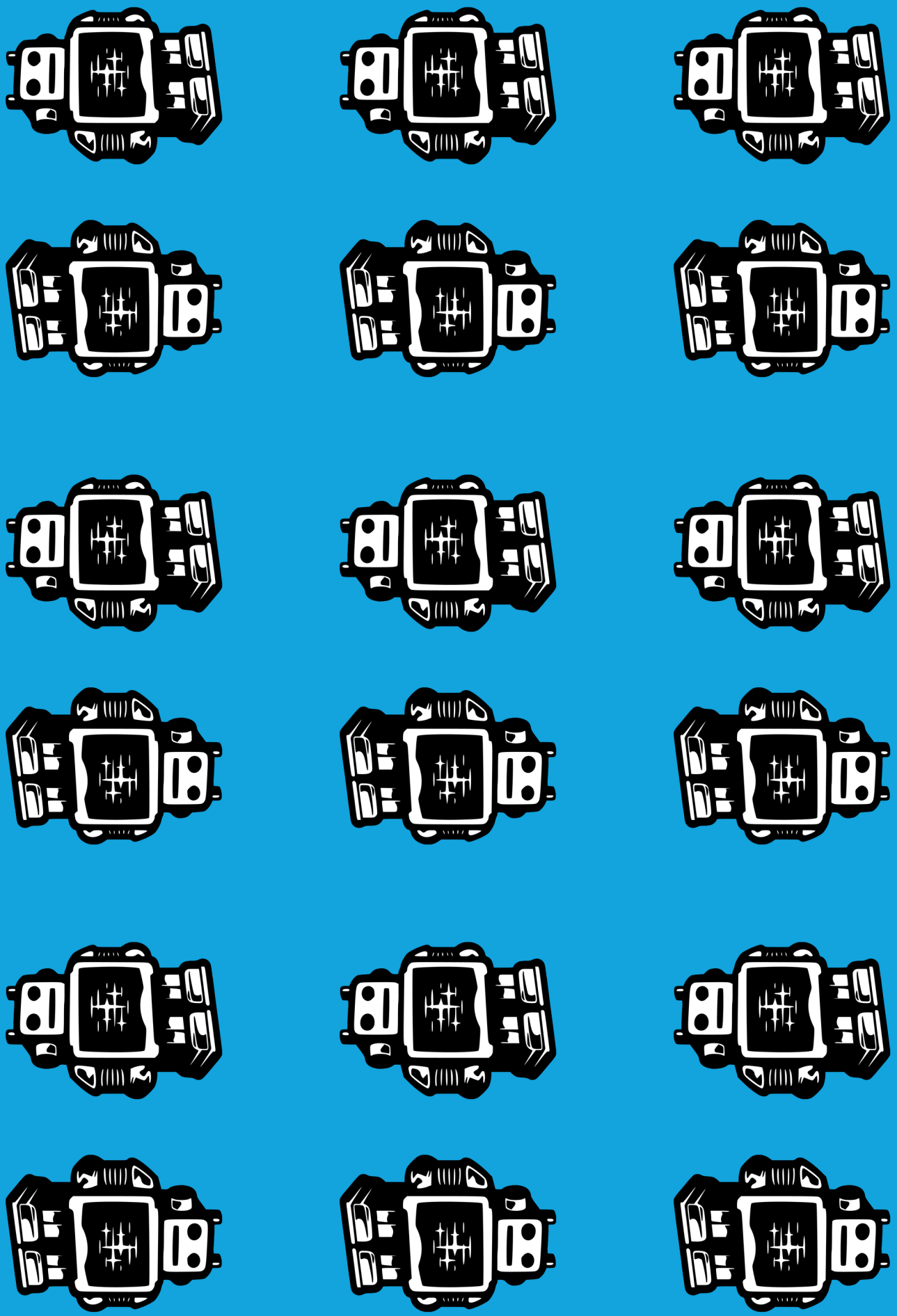
Repulsive

Public

Private



Ancient	Good	Together
Modern	Evil	Alone
Evening	Hot	Water
Morning	Cold	Land
Love	Rigid	Ugly truth
Hate	Fluid	Pretty lie



Form

Function

Even

Odd

Absent

Present

Right

Left

Part

Whole

Outside

Inside

Tame

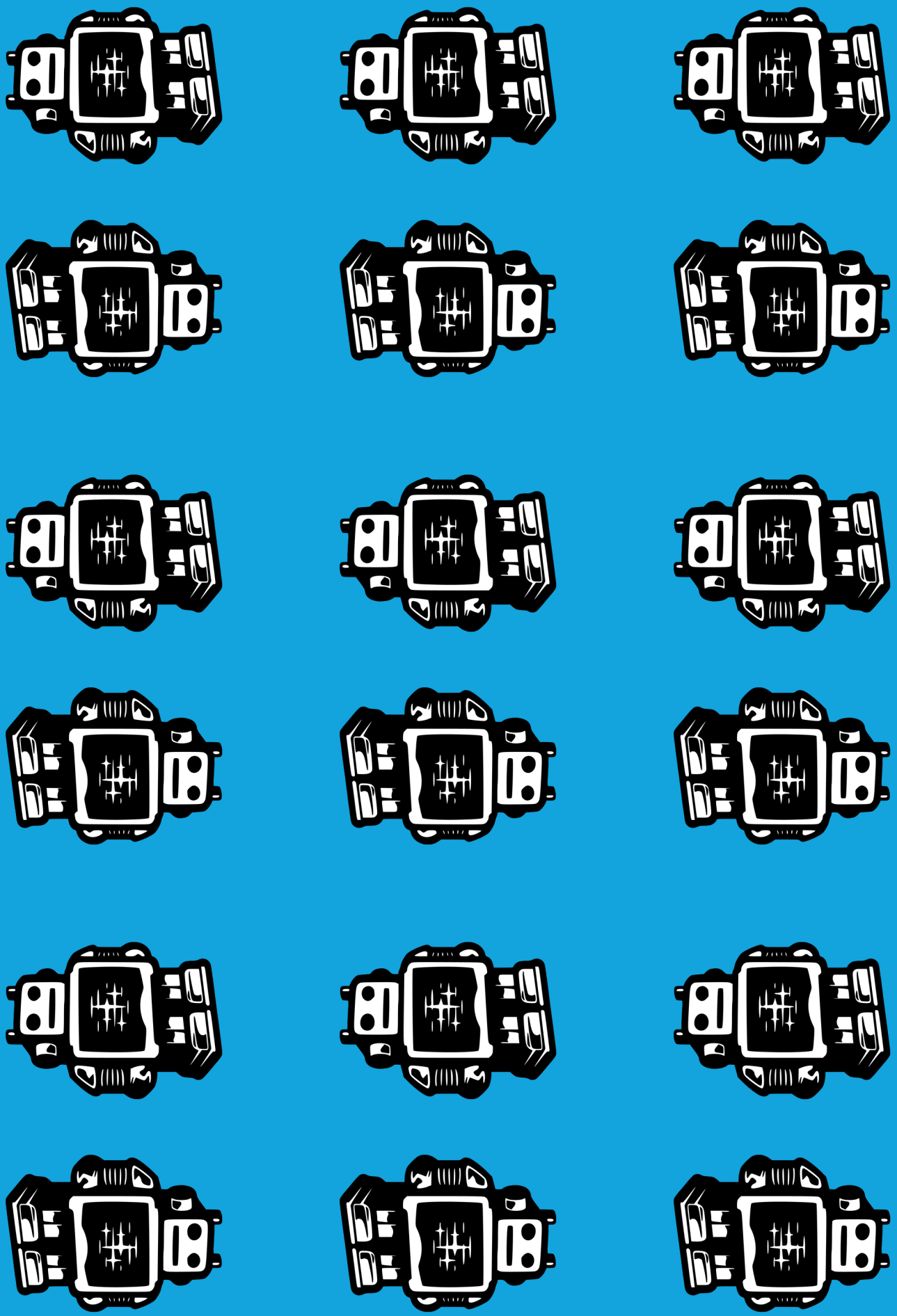
Wild

Autumn

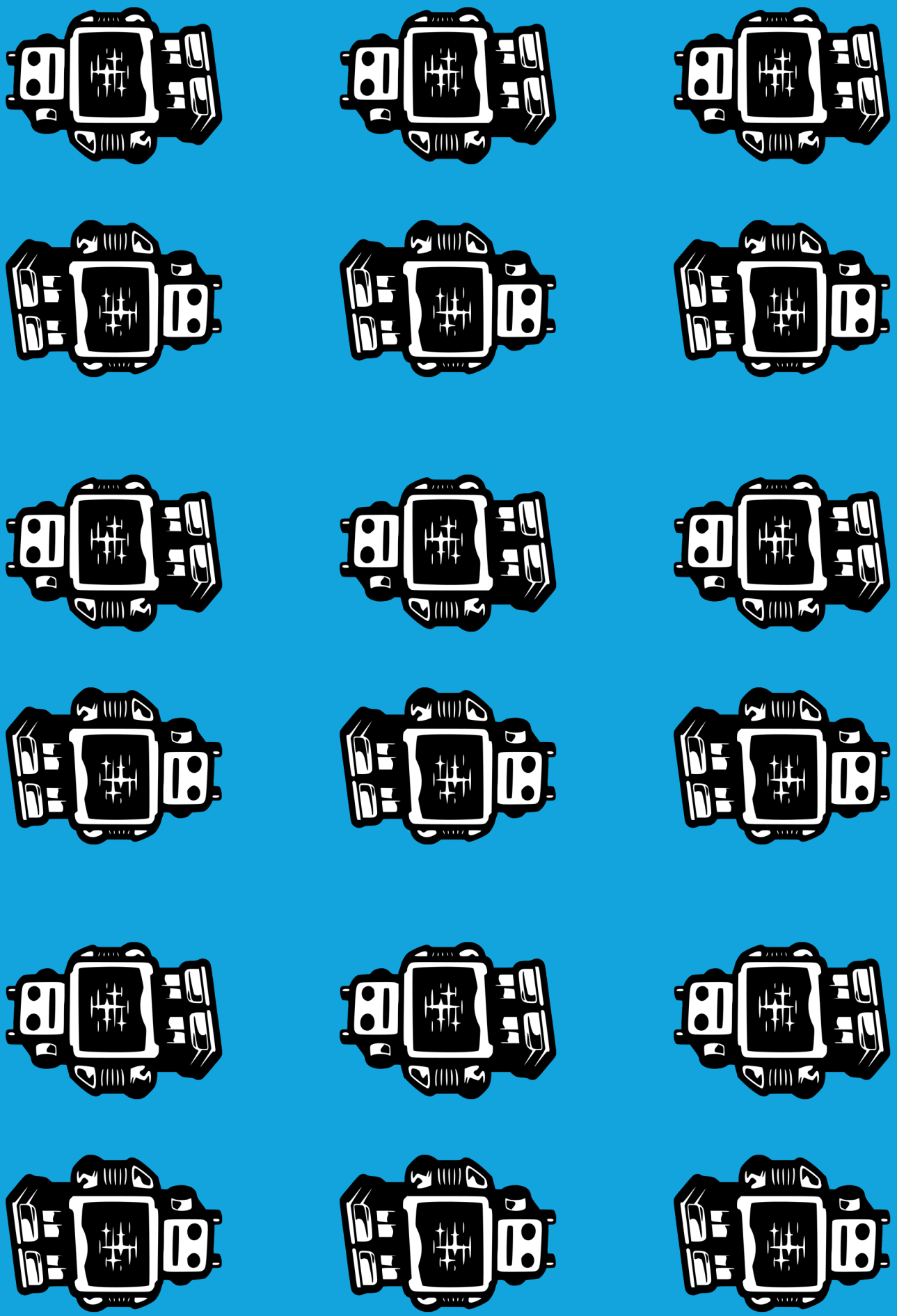
Spring

Dark

Light



Teenager	Artificial	Community
Senior	Natural	Individual
Decrease	North	Rough
Increase	South	Smooth
Day	Past	Large
Night	Future	Small



Enclose

Reveal

Sorrow

Joy

Uncertainty

Predictability

Happy

Sad

Beach

Mountain

High

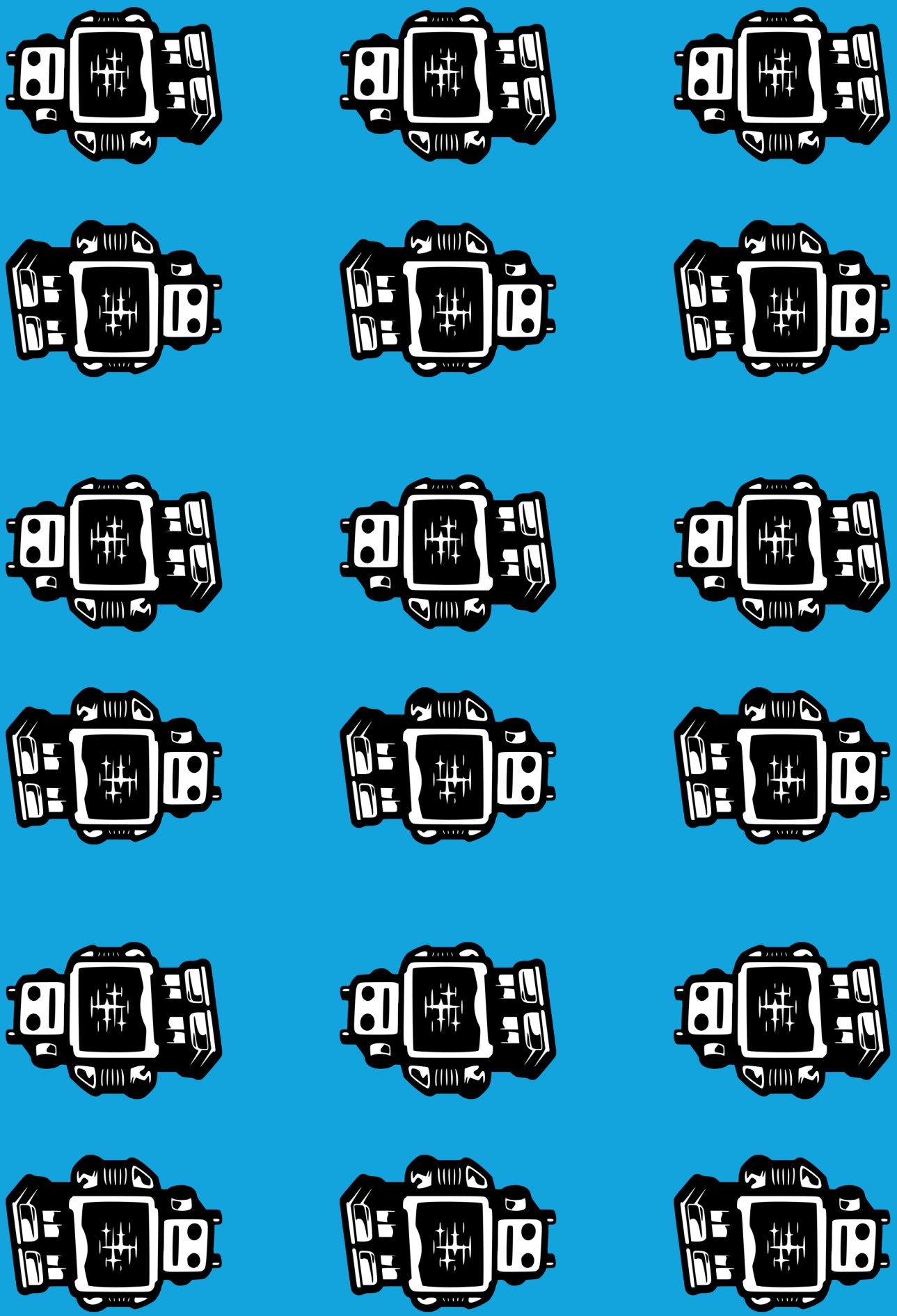
Low

Tropical

Desert

Asymmetry

Symmetry



Heavy

Light

Diversity

Uniformity

Bent

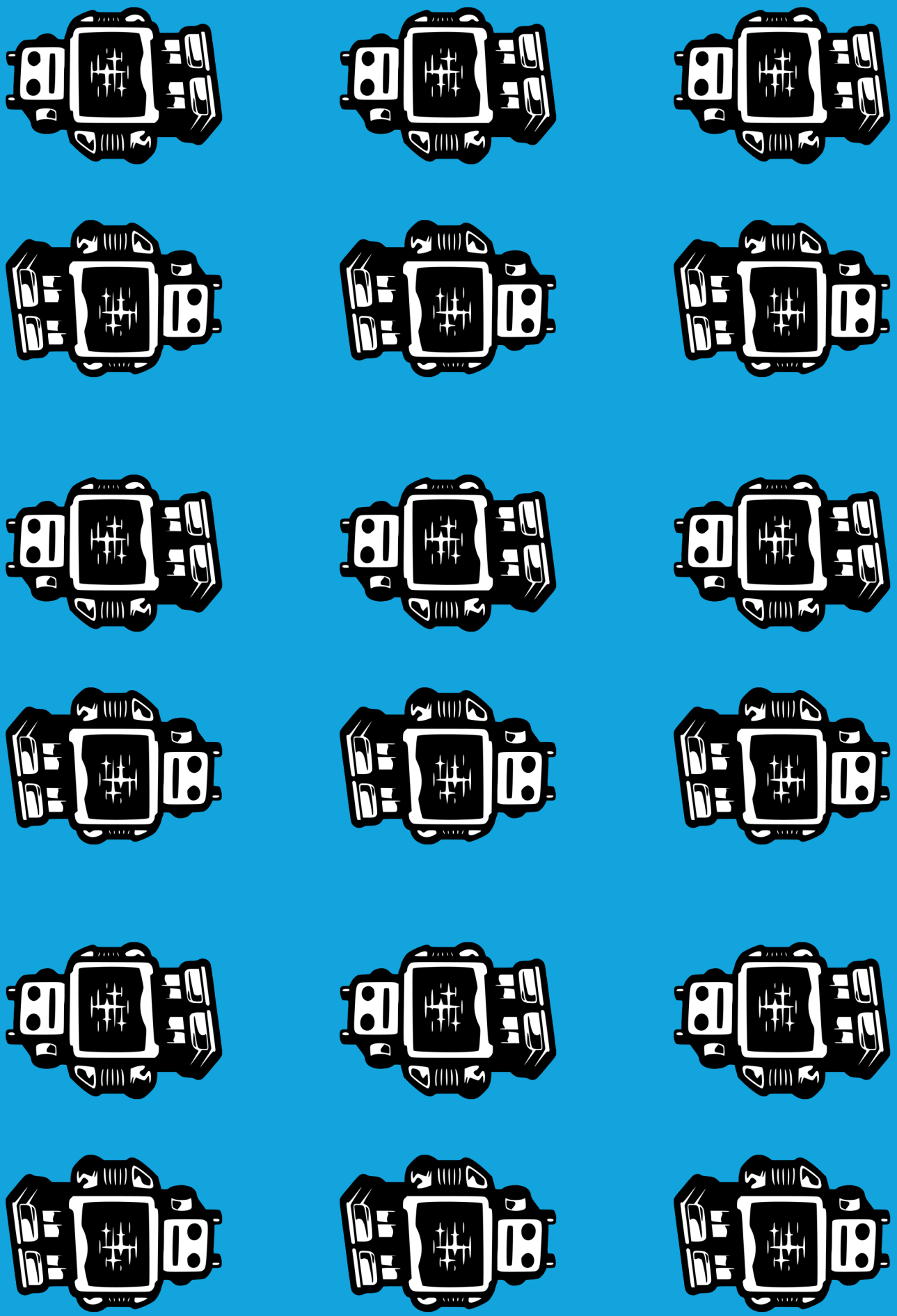
Straight

Easy

Difficult

Blue

Red



Round

Hard

Think like a friend

Think like a frenemy

Useful

Useless

Winter

Summer

Before

After

Rain

Sun

Simple

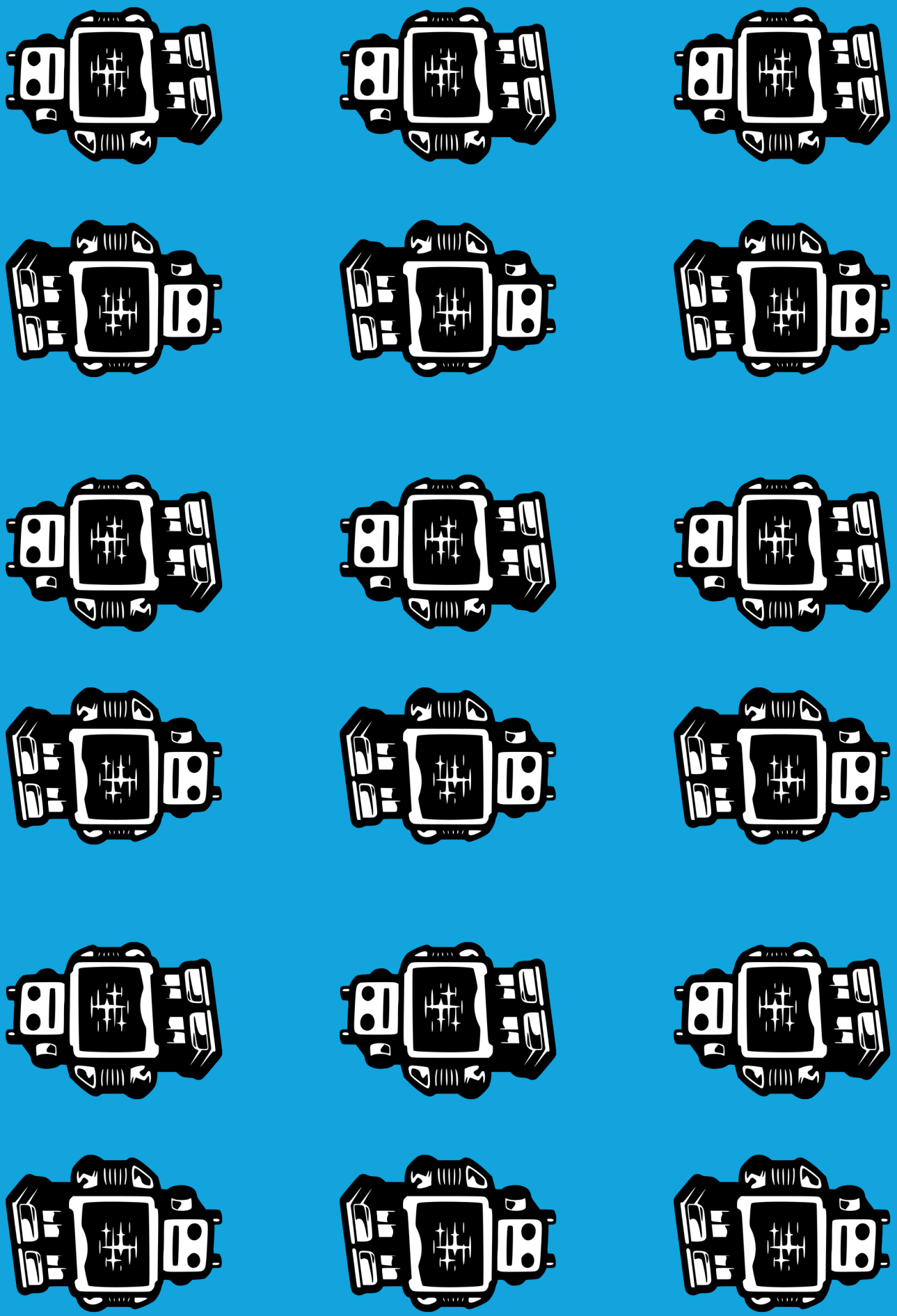
Complex

Blizzard

Flurries

Design for Them

Design for Us



City

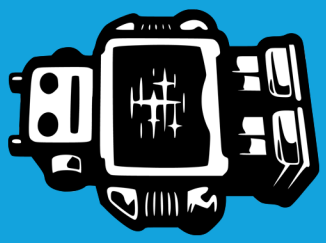
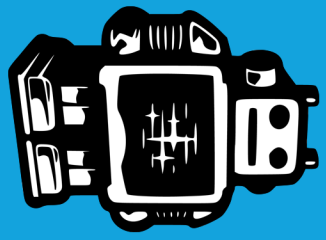
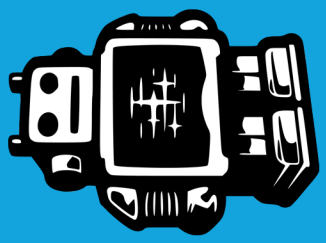
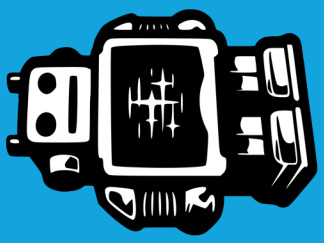
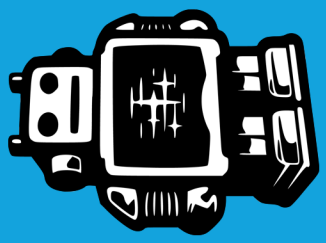
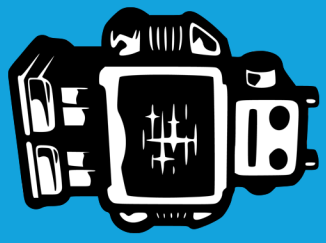
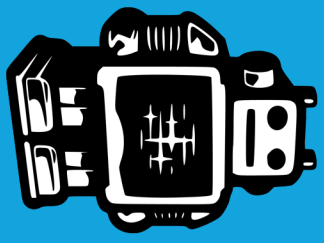
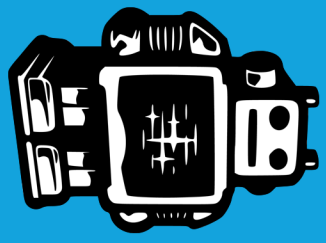
Country

Permanent

Temporary

Car

Bike

Toddler

Parent